

# Executive Summary

- Total spending by travelers decreased by 2.7% in 2002, totaling \$4.142 billion. In looking at taxable sales figures from five key industry sectors, transportation and auto rentals were down significantly, while eating & drinking, amusement & recreation, and hotels all increased compared to 2001. The 0.6% tourism sector growth rate in 2002 is admirable given the state of the industry after the fall-out from 9/11.
- Total state and local tax contributions from traveler spending totaled \$329 million in 2002. Tax revenues from traveler spending provided tax relief of \$470 per Utah household. Local tax revenues accounted for \$86 million while \$243 million accrued to state tax coffers.
- Tourist arrivals to Utah totaled 17.3 million in 2002, equal to 2001, despite a nationwide downturn in tourism as a result of the terrorist attacks of 9/11 and a slumping economy. The Salt Lake 2002 Olympic Winter Games helped Utah maintain visitation levels experienced the previous year.
- County-based tourism tax collections (transient room tax, restaurant tax, car rental tax) totaled nearly \$52.7 million in 2002, up 5.9% over 2001. Six counties (Salt Lake, Summit, Utah, Davis, Washington, and Weber) accounted for 87% of total tourism tax revenues. However, year-over comparisons reveal growth and declines in areas throughout the state.

	Total Collections	Statewide Growth Rate	Positive Growth	Negative Growth	Strong Performers
<b>Transient Room Tax</b>	\$20.0 Mil.	7.7 %	22 Counties (76%)	7 Counties (24%)	Morgan (239%) Davis (52%) Rich (32%)
<b>Restaurant Tax</b>	\$23.6 Mil.	7.8%	18 Counties (72%)	7 Counties (28%)	Beaver (191%) Washington (12%) Salt Lake (11%)
<b>Car Rental Tax</b>	\$9.0 Mil.	-2.2%	5 Counties (71%)	2 Counties (29%)	Washington (289%) Davis (274%) Grand (116%)
<b>COMBINED Total</b>	<b>\$56.0 Mil.</b>	<b>5.9%</b>	<b>23 Counties (79%)</b>	<b>6 Counties (21%)</b>	<b>Beaver (50%) Piute (38%) Emery (20%) Washington (19%)</b>

- The number of visitors in 2002 equaled the number of visitors in 2001, but traveler spending declined slightly. Additionally, the number of tourism-related jobs decreased during 2002. The 2002 Olympic Winter Games supported strong job growth in the lodging and amusement and recreation sectors. Nevertheless, an estimated 245 tourism-related jobs were lost in Utah in 2002, lowering the statewide total to 101,164. Salt Lake County led the way with over 40,000 tourism-related jobs. Utah, Davis, Weber, Summit, and Washington Counties each accounted for over 6,000 tourism-related jobs.
- The 0.2% job decline in the tourism sector was better than the total statewide decline in job growth of 0.7%. Tourism-related jobs account for over 9% of total nonfarm jobs in Utah (one in every 11 jobs). If tourism is treated as a separate industry, it is the sixth-largest employment sector in the state, behind Trade, Transportation, Utilities; Government; Manufacturing; Professional & Business Services; and Education & Health Services.
- Although the top six counties account for 80% of tourism-related jobs, many rural Utah counties are highly dependent on tourism. Travel related jobs account for more than a fifth of total nonfarm employment in eleven Utah counties: Daggett, Garfield, Grand, Summit, Kane, Rich, Wasatch, Beaver, Wayne, Piute, and San Juan.